Village of Lake Park Economic Development Commission Meeting

Meeting Minutes: Thursday, February 21, 2013 Location: Lake Park Community Center

Attendees: John Box, Sandy Coughlin, Doug Lucas, Kendall Spence,

and Sharon Williams

Guest: Margaret Phillips, Mark Phillips

Call to order & Prayer

Sandy called the meeting to order at 6:40 pm and Doug offered a prayer.

Minutes, Announcements & Finance

The November meeting minutes were emailed to the EDC commissioners for review prior to presentation to Council December 11, 2012. The minutes are approved. The January 2013 EDC meeting was cancelled due to illness.

The EDC has paid for two redeemed raffle tickets from the Fall Festival.

Council Comment

- A. Unified Development Ordinance: Kendall acknowledged that the ordinance is likely to pass at the March 12 Council Meeting.
- **B.** Fireside Coffee: The shop has closed and the owners were persuaded to remove the

boards from the shop windows. They intend to seek a unit tenant or new owner.

C. Commissioner Appointment: Kendall presented a certificate to John Box for having completed his appointment to an unexpired term as volunteer commissioner in 2012. Sandy congratulated the volunteer commissioners on their participation and acknowledged that Council approved the EDC re-appointment recommendation of John for a new term at the December 11, 2012 Council meeting.

Old Business

A. Village Development Strategy: 15,000 Direct Mailers

John Box will invite John Barnes to deliver the boxes of overruns with the February issue of the Lake Park Villager which is due to distribute this week. Mr. Box advised that Artha is not able to take on the detail necessary to do another direct

mail campaign at this time. He will get feedback at the Lake Park Business Lunch in March and invite others to champion a 2013 mailer.

B. Village Development Strategy: mylakepark.com commercial website

Sandy shared the hit report for the mylakepark.com site from when it went live in November 2011. Visits ranged from 0-20 per day. Approximately 83-99% of visits are new visitors. Monthly totals:

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22											

C. Village Development Strategy: Monthly Business Leader Lunch

1)	The Novem	iber 27,	2013	lunch	at	the	Commur	nity	Cente	r, arrai	nged	by I	Margaret
	Phillips,was	attende	d by	John,	San	dy,	Sharon,	all	three	Prism	perso	onnel	, Angel
	Williams, M	lark Phill	lips a	nd									

- 2) John and Sharon suggest that 2013 meetings alternate between 1:00 pm lunch or 8:30 am breakfast meetings on fourth Tuesdays, beginning with a breakfast meeting on Tuesday, March 26 at the Community Center. <u>Sharon</u> will check on reserving the Community Room.
- 3) Sandy and Doug suggested that the lunch meetings feature an attraction such as a motivational speaker. This type of program offers an effective incentive as well as a benefit to the professional community, which the EDC may support. John, Sharon, Doug, Kendall and Sandy will each research and propose candidates with cost and availability at the March 21 EDC meeting so we can schedule a lunch event April 30. The goal: the EDC can then schedule event lunches through 2013 and get advance publicity to the professional community.

C. Town Center Leasing Update

- 1) John reported that UTA is continuing to promote Town Center through commercial real estate databases, window signs and Craig's List. UTA intends to be very flexible with appropriate professional prospects that have both a serious business plan and the resources to commit to at least a full year of business development and consistent promotion to enable a sustainable and beneficial attraction to the village.
- 2) Regenesis Skin Studio contacted John through Craig's List and has since worked out an arrangement to sublet from Total Tranquility. The space requirements for the

- medical aesthetician studio have prompted Sharon and John to work out a move for Sharon's salon back to 6136 Creft Circle and will reopen there March 2.
- 3) The Fashion Crew owners, Nicola and Julian Hines, continue to promote their new shop and indicate the business growth is initially on track. Total Tranquility Salon and The Fashion Crew held a Grand Opening event together December 8.
- 4) John reported that the business blades on the Faith Church Road signs (at Creft and at Unionville I.T. Road) were brought up to date prior to this meeting. Fireside, Image and Ryan blades were removed. Total Tranquility, Prism, Artha and Fashion Crew were added.
- 5) UTA is receiving bids for exterior powerwash, repair and repainting of all the dark green trim on the Town Center for completion as weather permits in April or May.

D. EDC Gift Cards

<u>Mayor Spence</u> will deliver \$50 EDC welcome certificates to Prism Properties and The Fashion Crew in recognition of their renovating and opening new Town Center spaces for business.

E. Commercial Enhancements

- Now that UTA has updated their sign, <u>Doug and Kendall</u> will obtain quotes for lighting and landscaping the sign at Unionville I.T. Road to make it more effective.
- 2) <u>Kendall</u> will also pursue referrals (Moser, Eagle, etc) to source scale drawings and architectural renderings of future enhancements to village right of ways adjacent to commercial properties for Lake Park Zoning Board review.
- Doug Lucas had volunteered to check with the Village Clerk or John Ross for plat references to ensure that boundaries are accurate for private property, village property and the rights-of-way.
- 4) Though the cost of architectural drawings will utilize EDC funding for 2012-13, the consensus is that a master plan is critical to successful changes to the right of way in commercial zones.

F. Communication

 Lucas Landscaping and Total Tranquility did not get 10 copies each of the December or January Villager. (We gave them 10 of the January issue after this meeting adjourned).

- 2) The March *Villager* deadline for news is Friday March 15. Email or phone to Sandy before 3/15/13. The next issue can be on www.lakeparknc.gov by the 22nd and in homes by the 26th of March.
- 3) The March 23 Kite Festival, the April 20 Spring Yard Sale and the April 27 Girls on the Run race are upcoming village events that may present local businesses with opportunities to promote their services ~ beyond just being open those days. The Kite Festival is on the *Union Lifestyle* magazine calendar (February March issue already in homes). The Yard Sales draw significant numbers of non-residents to the village, as does the Annual Girls on the Run. All three are Saturday events.

G. Commissioner Comment: Calendar

1) Doug asked if the businesses could obtain a calendar of all Lake Park village

and HOA events to enable advance planning. <u>Mark Phillips</u> volunteered to produce a list for the EDC based on the <u>www.lakepark.com</u> data in time for the March 21 meeting.

 Sharon suggested that Don O'Brien, webmaster for <u>www.mylakepark.com</u>, update

the site for the business changes since November 2011. Sandy will follow up with Don.

3) Sharon asked that her new Creft Circle address be corrected on the Town

Center EDC kiosk directory. Sandy will follow up.

H. March Agenda

- 1) Reminders: Speaker Information (ALL), Quotes for sign site upgrades.
- 2) Dates: Thursday, March 21, 2013 Thursday, April 18, 2013 at Community Center at Community Center
- I. Adjourned by consensus at 8:40 pm.